

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) [[An]] A reflective display apparatus comprising:

a first liquid crystal cell, said first liquid crystal cell comprising a plurality of first pixel elements configured to produce images, said first pixel elements being controllable between a non-reflective state, in which electromagnetic radiation having a first polarization is reflected to a first extent, and a reflective state, in which said electromagnetic radiation having a first polarization is reflected to a second extent, said second extent being greater than said first extent, wherein the first liquid crystal cell is further configured for reflecting electromagnetic radiation of the first polarization in the shape of a first image in a first direction; and

a second liquid crystal cell, said second liquid crystal cell comprising a plurality of second pixel elements configured to produce images, said second pixel elements being controllable between a non-reflective state, in which electromagnetic radiation having a second polarization is reflected to a third extent, and a reflective state, in which said electromagnetic radiation having a second polarization is reflected to a fourth extent, said fourth extent being greater than said third extent, wherein the second liquid crystal cell is further configured for reflecting electromagnetic radiation of the second polarization in the shape of a second image in a second direction, the first image being different from the second image, and the first direction being different from the second direction, further characterized in that said first and second liquid crystal cells are configured so that said first polarization is different from said second polarization.

2. (original) An apparatus according to claim 1, wherein the electromagnetic radiation has a wavelength of between 300 nm and 800 nm.

3. (previously presented) An apparatus according to claim 1, wherein said first polarization and said second polarization are circular polarizations of opposite handedness.
4. (previously presented) An apparatus according to claim 1, wherein said first and second liquid crystal cells are configured so that said first polarization is different from said second polarization via a polarization-altering element arranged between said first and second liquid crystal cells.
5. (original) An apparatus according to claim 4, wherein said polarization-altering element is a halfwave plate.
6. (canceled)
7. (canceled)
8. (currently amended) An apparatus according to ~~claim 6~~, claim 1, further wherein said first and second liquid crystal cells are arranged to transit ~~[[a]]~~ the first image and ~~[[a]]~~ the second image, respectively, to ~~the a first eye~~ and ~~the a second eye~~, respectively, of an observer.
9. (original) An apparatus according to claim 1, wherein said first and second electromagnetic radiation have different wavelengths.
10. (original) An apparatus according to claim 1, wherein at least one of said first and second cells is at least partially made of cholesteric texture liquid crystal (CTLC).
11. (canceled)

12. (currently amended) A portable device comprising a reflective display according to ~~claim 11~~ claim 1.

13. (original) A portable device according to claim 12, wherein said device is one of a mobile telephone, a portable computer, an electronic calendar, an electronic book, a television set or a video game control.

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)

18. (currently amended) A method of providing two different images in a reflective display according to claim ~~46~~ 1, wherein said method ~~further~~ comprises the steps of:

providing at least two separate filter elements, (i) a first of said two filter elements being capable of transmitting electromagnetic radiation having said first polarization and not transmitting electromagnetic radiation having said second polarization, and (ii) a second of said two filter elements being capable of transmitting electromagnetic radiation having said second polarization and not transmitting electromagnetic radiation having said first polarization,

arranging the first filter element between the reflective display and ~~any~~ an intended receiver of ~~[[a]]~~ the first image~~[[.]]~~ produced by the first pixel elements, wherein the intended receiver of the first image perceives only the first image, and

arranging the second filter element between the reflective display and ~~any~~ an

intended receiver of ~~[[a]]~~ the second image~~[[,]]~~ produced by the second pixel elements,
wherein the intended receiver of the second image perceives only the second image.

19. (canceled)

20. (canceled)

21. (currently amended) A method according to claim 18, wherein the first and second filter elements are arranged in ~~from~~ front of the left and the right eye, respectively, of an observer.

22. (canceled)

23. (canceled)

24. (currently amended) A method according to ~~claim 20,~~ claim 18, wherein said first and second images are perspective views creating a 3D sensation when observed.